

					Attachment 3	
1. Survey response rate, all categories						
		Received Survey	Responded	Percent responded		
Livestock Advisors (LA)		108	21	19%		
4H members		953	90	9%		
4H leaders		250	49	20%		
cattle producers		398	89	22%		
sheep producers		108	39	36%		
swine producers		190	19	10%		
dairy producers		362	50	14%		
2. Response to Demographic Questions (Summary)						
Q-3A How many food animals do you raise annually?						
		1-5	32%			
		6-10	11%			
		11-25	14%			
		26-50	15%			
		51-100	9%			
		100+	19%			
Q-3A How many food animals do you slaughter annually?						
		1-5	36%			
		6-10	12%			
		11-25	15%			
		26-50	14%			
		51-100	9%			
		100+	13%			
Q3-B What is your primary type of livestock?						
		Dairy	14%			
		Beef	34%			
		Sheep	29%			
		Swine	14%			

		Goats	5%				
		Other*	2%	*poultry&rabbits			
		None	2%				
Q-4A Based on your primary operation, do you seek information on reproduction, management, health, nutrition, or marketing through extension service?							
YES	Reproduction	Management	Health	Nutrition	Marketing	Do Not Use	
Livestock Advisors (LA)	38%	76%	52%	71%	29%	10%	
4H members	27%	39%	36%	46%	47%	13%	
4H leaders	41%	53%	45%	59%	47%	4%	
cattle producers	20%	30%	18%	33%	24%	19%	
sheep producers	46%	62%	49%	54%	49%	10%	
swine producers	42%	63%	37%	58%	42%	5%	
dairy producers	10%	30%	10%	24%	18%	22%	
Total	28%	43%	31%	44%	36%	14%	
Q-4B Based on your primary operation do you seek information on reproduction, management, health, nutrition or marketing through a veterinarian?							
	Reproduction	Management	Health	Nutrition	Marketing	Do Not Use	
Livestock Advisors (LA)	62%	43%	76%	48%	5%	10%	
4H members	24%	21%	53%	28%	13%	11%	
4H leaders	33%	18%	65%	31%	8%	0%	
cattle producers	47%	12%	81%	35%	7%	3%	
sheep producers	44%	28%	77%	41%	13%	0%	
swine producers	26%	16%	74%	32%	5%	0%	
dairy producers	84%	52%	86%	64%	10%	0%	
Average	44%	25%	71%	38%	10%	4%	
Q5 Where did you learn to administer animal health products, medications, etc (check all that apply)							
all respondents:							
Feed store or co-op		27%					
Extension Agent/University Specialist		22%					
personal experience (parents, etc)		76%					
WSU (LA)		48%					

Veterinarian		81%					
Field day/workshops		43%					
4H/FFA leader		31%					
Other		27%					
Q-6 Do you maintain written herd health records on each animal you raise?							
	% yes						
Livestock Advisors (LA)		52%					
4H members		71%					
4H leaders		63%					
cattle producers		40%					
sheep producers		74%					
swine producers		37%					
dairy producers		76%					
Average		61%					
Q-7 Do you use some form of identification on your livestock?							
	permanent	temp	both	none			
Livestock Advisors (LA)	52%	5%	10%	24%			
4H members	80%	4%	4%	10%			
4H leaders	76%	2%	4%	16%			
cattle producers	83%	2%	9%	6%			
sheep producers	72%	5%	13%	10%			
swine producers	63%	0%	16%	16%			
dairy producers	76%	6%	14%	2%			
Average	76%	4%	10%	10%			

Q-8 Do you have an animal vaccination program?							
		% yes					
Livestock Advisors (LA)		81%					
4H members		66%					
4H leaders		82%					
cattle producers		99%					
sheep producers		95%					
swine producers		79%					
dairy producers		98%					
Average		85%					
3. Response to cognitive questions with and without brochure (summary)							
Q-9 If label gives a clear choice between IM and SQ injections, which method should be chosen?							
(Correct answer SQ)							
		with brochure		without brochure			
Livestock Advisors (LA)		77%		75%			
4H members		68%		47%			
4H leaders		89%		58%			
cattle producers		88%		85%			
sheep producers		85%		10%			
swine producers		88%		73%			
dairy producers		80%		64%			
Average		80%		70%			
Q-10 The preferred location for IM injection is?							
(correct answer:neck)							
		with brochure		without brochure			
Livestock Advisors (LA)		92%		13%			
4H members		70%		49%			
4H leaders		78%		68%			
cattle producers		82%		89%			
sheep producers		75%		79%			
swine producers		80%		82%			

dairy producers		60%		48%			
Average		75%		67%			
Q-11 Is giving an injection to an animal other than specified on the product label an "extra label use"?							
(Correct answer:yes)							
		with brochure		without brochure			
Livestock Advisors (LA)		77%		75%			
4H members		62%		44%			
4H leaders		67%		52%			
cattle producers		56%		38%			
sheep producers		70%		89%			
swine producers		75%		64%			
dairy producers		76%		76%			
Average		66%		55%			
Q12 When giving two different vaccines, is it desirable for you to mix the two vaccines to eliminate the need to inject the animal twice and produce two injections site lesions?							
(Correct answer:no)							
		with brochure		without brochure			
Livestock Advisors (LA)		100.00%		75.00%			
4H members		96.00%		86.00%			
4H leaders		94.00%		87.00%			
cattle producers		100.00%		95.00%			
sheep producers		75.00%		100.00%			
swine producers		100.00%		91.00%			
dairy producers		92.00%		84.00%			
Average		94.00%		90.00%			
Q13 If a needle is bent, is it acceptable to straighten the needle and continue using it?							
(correct answer:no)							
		with brochure		without brochure			

Livestock Advisors (LA)		100%		100%			
4H members		98%		95%			
4H leaders		83%		100%			
cattle producers		94%		84%			
sheep producers		95%		89%			
swine producers		100%		91%			
dairy producers		96%		88%			
Average		95%		91%			

Q14 If a product label does not list an animal you want to treat, is it acceptable to use the product anyway provided you withhold the animal from slaughter for a longer period of time?

(Correct answer:no)							
		with brochure		without brochure			
Livestock Advisors (LA)		85%		88%			
4H members		87%		95%			
4H leaders		83%		90%			
cattle producers		100%		82%			
sheep producers		80%		84%			
swine producers		100%		100%			
dairy producers		92%		84%			
Average		90%		88%			

Q15 Can residue violation by a producer result in criminal prosecution?							
(Correct answer: yes)							
		with brochure		without brochure			
Livestock Advisors (LA)		92%		88%			
4H members		81%		70%			
4H leaders		89%		81%			
cattle producers		76%		62%			
sheep producers		80%		79%			
swine producers		100%		64%			
dairy producers		80%		64%			
Average		82%		70%			
Q16 How does an IM injection impact the tenderness of meat in food animals?							
(Correct answer:decreases tenderness)							
		with brochure		without brochure			
Livestock Advisors (LA)		85%		63%			
4H members		57%		37%			
4H leaders		67%		68%			
cattle producers		74%		53%			
sheep producers		75%		68%			
swine producers		63%		45%			
dairy producers		60%		60%			
Average		67%		54%			
Q17 Should you use a drug product or procedure that a veterinarian prescribed for your neighbor's animal if their animal has the same symptoms as yours?							
(Correct answer:no)							
		with brochure		without brochure			
Livestock Advisors (LA)		100%		100%			
4H members		96%		91%			
4H leaders		89%		97%			
cattle producers		94%		84%			
sheep producers		95%		95%			
swine producers		100%		73%			

dairy producers		88%		92%			
Average		94%		90%			
Q18 Injection lesions are occasionally found in cuts of meat. If the visible lesion is trimmed, will the meat surrounding the trimmed area be as tender as the rest of the carcass?							
(Correct answer:no)							
		with brochure		without brochure			
Livestock Advisors (LA)		100%		75%			
4H members		77%		58%			
4H leaders		72%		68%			
cattle producers		74%		53%			
sheep producers		70%		63%			
swine producers		75%		49%			
dairy producers		56%		44%			
Average		73%		57%			
Q19 Which of the following is not given on a product label?							
(Correct answer: Extra label uses for the product)							
		with brochure		without brochure			
Livestock Advisors (LA)		92%		50%			
4H members		72%		63%			
4H leaders		67%		52%			
cattle producers		68%		65%			
sheep producers		75%		53%			
swine producers		63%		55%			
dairy producers		64%		76%			
Average		71%		61%			
Q21 Which is the BEST method to control diseases transmitted by manure (i.e. Salmonella)?							
(Correct answer: Prevent manure contamination of feed and water)							
		with brochure		without brochure			
Livestock Advisors (LA)		100%		100%			
4H members		91%		86%			

4H leaders		94%		97%			
cattle producers		88%		91%			
sheep producers		85%		95%			
swine producers		100%		82%			
dairy producers		88%		92%			
Average		91%		91%			
Q22 HACCP is:							
(Correct answer: A science-based management system designed to prevent food safety problems before they occur. It stands for Hazard Analysis and Critical Control Points)							
		with brochure		without brochure			
Livestock Advisors (LA)		85%		68%			
4H members		62%		40%			
4H leaders		67%		58%			
cattle producers		65%		38%			
sheep producers		45%		47%			
swine producers		88%		36%			
dairy producers		52%		40%			
Average		62%		44%			
				End Cognitive Questions			
4. Comparison of each group's correct responses to cognitive questions							
		with brochure		without brochure			
Livestock Advisors (LA)		91%		74%			
4H members		77%		55%			
4H leaders		80%		75%			
cattle producers		82%		71%			
sheep producers		78%		79%			
swine producers		86%		70%			
dairy producers		75%		70%			
Average		81%		70%			